

DC 1 TO BRAS.



# *Marching as to War*

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• WHAT EVERY CAMPAIGN  
WORKER NEEDS TO KNOW

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NATIONAL WAR FUND 1944-45

## *Heads up. . . .*

*Think of the American fighting man, as you start your job for your War Fund.*

*He goes into battle with the best material his country could give him.*

*And so do you. . . . You go out to do your job armed with an overpowering appeal . . . Your prospects — the most generous people on earth.*

*But remember — what makes the American fighting man what he is, what wins battles, is his pride in himself, his outfit, and his cause.*

*You're not out begging. You're not out on any casual mission. You're a leader, in an outfit that represents the top people in town, and you're out on a great cause.*

*Know that cause, and tell it proudly, confidently, with your head up where you can always see those stars on that Service Flag.*

*Those stars, mutely but with simple eloquence, remind us all why we're doing this job.*

*Let's go — marching as to war!*





## DOWN TO BRASS TACKS

Everybody wants to give to the National War Fund, through your local organization. And nearly everybody does.

So you don't have to sell them on giving. But you do have to sell them on giving thoughtfully, generously, and in proportion to their means.

Now there's no mystery about that.

All you have to do, before you start out, is to observe these six simple rules:



1. *Know your story.* You can't sell 'em if you can't tell 'em. So know your facts. This booklet should give you all you need, but if there's anything else you want to know — ask your chairman.



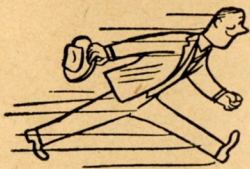
2. *Take your own medicine.* The law of the Old Swimming Hole is the law of effective fundraising. "Come on in" works better, you'll remember, than "You go first." So make your own gift before you solicit anybody else. You'll do your job at least twice as well. . . . You're going to do it some time, so why not first?



3. *Study your prospects.* Obviously, the better you understand the people you're going to see, and what their interests are, the better you'll do. If you had a boy in prison camp, War Prisoners Aid would be argument enough, wouldn't it?



4. *Pick your target.* Don't just ask for a gift. Have a good idea how much a prospect might give, relative to what others give to your local quota, and be prepared to tell him outright that others in his group are giving so much, and you hope he'll want to give so much.



5. *Get around.* Call on all of your prospects personally—there is no substitute for this. Don't phone 'em—see 'em face to face!



6. *Bring in the card.* Don't leave the blank, if the prospect is away or undecided. Go back again, if you have to, and bring the signed card with you. Human nature works 24 hours a day, and all the bacon won't come home unless you bring it.

Naturally, always have the material with you, and always make a prompt report. . . . But remember, the six simple rules listed above are certain to give you what you want—a good job, done quickly and effectively—a job you'll remember with pride.



# THE BIG GENERAL QUESTION

Nearly everybody, by this time, knows about the National War Fund. But for the benefit of those who just came in, here is the general story, in a small nutshell:

The National War Fund is a federation of the leading war-related appeals, except Red Cross, to provide essential wartime services to our armed forces, merchant marine and prisoners of war and to supply essential wartime relief to our Allies and to refugees from occupied countries.

The National War Fund is government-endorsed but not government-controlled. It operates in full accord with the President's War Relief Control Board.

The National War Fund works through its affiliated state organizations and they, in turn, through county committees. Every town and township is included.



In cities that have established Community or War Chests the war appeal is included with the appeal for the local welfare agencies and residents are asked to make one gift covering both appeals.

In the 1943-44 campaign some thirty-five million Americans gave \$126,016,617 to the National War Fund.

The funds contributed are now at work, being spent by the member agencies of the National War Fund in urgently needed services. These funds provide for the off-duty recreation and entertainment of our own fighting forces through USO; for comforts and care for our merchant seamen through United Seamen's Service; assistance for prisoners of war through War Prisoners Aid; and physical relief for those of our Allies who have suffered at the hands of the Axis invaders.

Close contact is maintained by the National War Fund with government agencies and other interested organizations to insure aid being given where there is present need, and where such aid can be administered effectively and economically, without duplication.



# NATIONAL WAR FUND



**FOR OUR OWN—FOR OUR ALLIES**

## WHAT ARE THE AGENCIES?

More agencies may be on the list before your campaign begins—elasticity is one of the virtues of federated financing — but at the time the printer took this booklet the list was as follows:

USO

UNITED SEAMEN'S SERVICE

WAR PRISONERS AID

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BELGIAN WAR RELIEF SOCIETY

BRITISH WAR RELIEF SOCIETY

UNITED CHINA RELIEF

UNITED CZECHOSLOVAK RELIEF

NATIONAL AMERICA DENMARK

ASSOCIATION

FRENCH RELIEF FUND

GREEK WAR RELIEF ASSOCIATION

AMERICAN RELIEF FOR ITALY

FRIENDS OF LUXEMBOURG

AMERICAN RELIEF FOR NORWAY

POLISH WAR RELIEF

QUEEN WILHELMINA FUND

RUSSIAN WAR RELIEF

UNITED YUGOSLAV RELIEF FUND

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REFUGEE RELIEF TRUSTEES

U. S. COMMITTEE FOR THE CARE OF  
EUROPEAN CHILDREN

## OTHER QUESTIONS AND ANSWERS

### 1. *How are the member agencies of the NWF chosen?*

The NWF includes as member agencies only those with war-related appeals. It serves no special interests. It appeals only for causes to which all Americans can be asked to give their support.

In keeping with the policy of the President's War Relief Control Board, our member agencies for foreign relief are set up on a basis of not more than one member agency for any given country. And the test we apply to any request for funds from any of these agencies is: Will this help win the war, and will it help establish a just and lasting peace?

### 2. *On what basis is the allocation of funds made to the member agencies?*

On the basis of *need* — after thorough study by the NWF Budget Committee, in consultation with the President's War Relief Control Board, representatives of government agencies — such



as the State Department, Foreign Economic Administration, UNRRA, Lend-Lease — and other related organizations such as Red Cross, American Friends Service Committee, etc.



With the need demonstrated, the availability of materials determined, and the absence of duplication shown, the allocation is made within the limits of funds available.

**3. *What about UNRRA?***

The United Nations Relief and Rehabilitation Administration is an international organization formed to take care of mass relief requirements of food, clothing and shelter in liberated countries, and to provide aid in the rehabilitation of industry and agriculture to enable them to take care of their own needs.

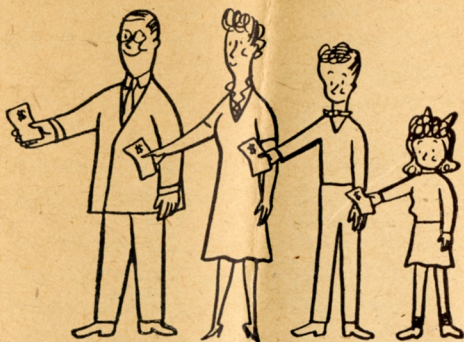
Less than 25% of the money being raised by the NWF is for aid in any of the countries that might be affected by UNRRA. NWF agencies are flexible in their programs, and are designed to meet emergency needs as they arise. They will continue to meet these needs unless and until UNRRA is in a position to do so. Don't worry; there'll be no duplication.

**4. *Is there duplication of work between Red Cross and USO?***

No. USO operates over 3,000 clubs and service units outside Army and Navy camps in this country and in off-shore bases from Alaska to Brazil and from Maine to Hawaii. Red Cross has workers with our armed forces in camps at home, in foreign countries and battle areas. Overseas it operates Red Cross Clubs and Clubmobiles visiting isolated detachments.

USO-Camp Shows now has 87 troupes providing professional entertainment inside camps in combat zones all over the world—Africa, India, China, Italy, Sardinia, Iran, the British Isles, Labrador, Iceland, Western Hemisphere

come. The principal gift will be made by the head of the family, but in many instances there will be other adults, as well as some children, who will want to make gifts.



**10. *Can a contributor designate his gift to a particular agency?***

Yes — but within the limits of the approved budget for that agency. The purpose of the National War Fund, however, is to determine the most efficient and economical use of every dollar, and an unallocated gift should do the most good in the long run.

**11. *What is the relation of the State War Chest or War Fund to the National War Fund?***

The National War Fund is not in itself a direct fund-raising organization. Your State War Chest or War Fund is its representative in your state and in full charge of all plans and procedure for raising your state quota, with the cooperation of the National War Fund.

**12. *Can I deduct my contribution from my income tax?***

Yes. Individuals may deduct gifts from the federal income tax up to 15% of their net income and most states have similar arrangements for state income tax payments.





## **FOR OUR OWN—FOR OUR ALLIES**

The National War Fund offers opportunity to the American people to give — for our own and for our Allies.

*For Our Own*, it means:

USO, "a home away from home," 3030 clubs and units in the U. S. and Western Hemisphere bases.

USO-Camp Shows, 87 companies in overseas combat zones and 80 in U. S. training centers. United Seamen's Service providing recreation and service needs for the boys of our merchant marine in ports all over the world. War Prisoners Aid for thousands in the "barbed-wire legion."

*For Our Allies*, it means:

Care for child war victims.

Food for those whose lands were stripped by the Axis hordes.

Medical aid for the under-nourished and ill.

Shelter for many victims of ruin and pillage.

Clothing for those whose homes and belongings have been swept away by war.

Assistance and aid in starting life anew for thousands who have escaped from the terrors of Axis occupation of their homelands.

These and millions of other acts of kindness prove to our own and to our Allies that you are back of them — and so strengthens their will to win.

NWF services extend around the world to 91 countries and major geographical areas on 6 continents.



*Our own fighting men have set the example. They not only give but they share. Before they went into the battle of Tarawa the Tenth Regiment of Marines sent \$300 to the National War Fund.*

*Joe E. Brown, back from 100,000 miles of USO-Camp Shows travel with our troops on every front, says—"These men make friends wherever they go, and they share their own rations with the hungry and starved people they are liberating..."*

**THEY SHARE . . . You Can, Too!**



**NATIONAL WAR FUND, Inc.**  
**46 Cedar Street, New York 5, N. Y.**



# Greater LOWELL Thanks **YOU!**

THE WORKERS OF THE GREATER-LOWELL  
WAR FUND, MARCHING AS TO WAR!

Remember last year? It was said then, "The Road To Victory Is The Path You Follow Today To A Contributor's Door." The road is still open. Our boys are on the Rhine and they're smashing the doors of Japan's home defenses.

FROM OCTOBER 17th to 27th—It's  
"KEEP GIVING TO KEEP WINNING!"



Your Community is defended as you march  
door to door for the:

Lowell Association for the Blind  
Lowell Boys' Club  
Boy Scouts  
Lowell Catholic Charitable Bureau  
Country Week Organization  
Florence Crittenton Rescue League  
Girl Scouts  
Girls' City Club  
Goodwill Industries, Inc.  
International Institute  
Mass. Society for the Prevention of  
Cruelty to Children  
Lowell Visiting Nurse Association  
Salvation Army  
Lowell Social Service League  
Young Men's Christian Association  
Young Women's Christian Association



## The Goal - \$210,000

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